

**NOTICE OF A REGULAR MEETING  
OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

**NOTICE IS HEREBY GIVEN that the Planning Commission of the Town of Clarkdale will hold a REGULAR Meeting Tuesday, January 21, 2014 at 4:00 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.**

*All members of the public are invited to attend.*

The undersigned hereby certifies that a copy of this notice was duly posted on the Town Hall bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 13<sup>th</sup> day of January 2014 at 9:00 a.m.

Dated this 13<sup>th</sup> day of January 2014 by:

*Vicki McReynolds*

Vicki McReynolds  
Administrative Assistant II

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND  
POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

**1. CALL TO ORDER:**

**2. ROLL CALL:**

**3. PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit comments to **FIVE MINUTES**.

**4. MINUTES:** Consideration of the **Regular Meeting Minutes of December 17, 2013.**

**5. REPORTS:**

- a. Chairperson and Members Report
- b. Director's Report

**6. OLD BUSINESS:**

- a. **CONSIDERATION AND POSSIBLE ACTION:** A major amendment and zoning reversion for the Verde Valley Ranch Planned Area Development, Assessor's Parcel Numbers 400-07-001B, 400-01-043, 400-01-006A, 400-02-003F, 400-02-007 and 400-06-011. The Major Amendment will reflect prior land divisions through the adoption of a new land use map and revert the commercial

zoning of a portion of Assessor's Parcel Number 400-07-011B, that property formerly known as the Clark Mansion, whose zoning was changed by Resolution #1330 of the Town of Clarkdale on April 13, 2010. The Major Amendment will revert the zoning of this portion to Planned Area Development (PAD). The subject properties are located northeast of the intersection of Sycamore Canyon Road and Tuzigoot Road – Ratification of a Planning Commission vote taken December 17, 2013.

- b. **CONTINUATION OF A PUBLIC HEARING:** An Ordinance adding language to Chapter 2: Definitions and Chapter 3: Zoning Districts, Sections 3-9.A.17 (CENTRAL BUSINESS DISTRICT) and Section 3-11.A.20 (COMMERCIAL DISTRICT) allowing the manufacturing, production, assembly and distillation of consumable products as permitted uses.
- c. **CONSIDERATION AND POSSIBLE ACTION:** An Ordinance adding language to Chapter 2: Definitions and Chapter 3: Zoning Districts, Sections 3-9.A.17 (CENTRAL BUSINESS DISTRICT) and Section 3-11.A.20 (COMMERCIAL DISTRICT) allowing the manufacturing, production, assembly and distillation of consumable products as permitted uses.

**7. NEW BUSINESS:**

- a. **WORKSESSION:** Discussion regarding Town of Clarkdale parking regulations and possible parking alternatives in the Central Business area.

**8. FUTURE AGENDA ITEMS:**

**9. ADJOURNMENT:**

Reasonable accommodations may be requested by contacting Town Hall at (928)-634-9591, (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**MINUTES OF A REGULAR MEETING OF THE PLANNING COMMISSION OF THE TOWN OF CLARKDALE HELD ON TUESDAY, DECEMBER 17, 2013, IN THE MEN’S LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.**

A Regular Meeting of the Planning Commission of the Town of Clarkdale was held on Tuesday December 17, 2013, at 4:00 p.m., in the Men’s Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**Planning Commission:**

Chairperson	Jack Van Wye	Present
Vice Chairperson	Ida-Meri deBlanc	Present
Commissioners	Jorge Olguin	Present
	John Erickson	Present
	Vic Viarengo	Present

**Staff:**

Senior Planner	Beth Escobar
Community Development Director	Jodie Filardo

**Others in Attendance:** Bill Snyder, Kristine Follett, Don Passerby.

- 1. AGENDA ITEM: CALL TO ORDER:** Commissioner Van Wye called the meeting to order at 4:00 p.m.
- 2. AGENDA ITEM: ROLL CALL:** Director Filardo called roll.
- 3. AGENDA ITEM: PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to FIVE MINUTES.

There was no public comment.

- 4. AGENDA ITEM: ELECTIONS: Chairperson and Vice Chairperson.** Commissioner deBlanc made a motion to elect Commissioner Van Wye as Chairperson. Commissioner Viarengo seconded the motion. Commissioner Van Wye accepted the nomination and was elected unanimously. Commissioner Viarengo motioned to elect Commissioner deBlanc as Vice Chairperson. Commissioner Erickson seconded the motion. Commissioner deBlanc accepted the nomination and was elected unanimously.
- 5. AGENDA ITEM: MINUTES:** Consideration of the Regular Meeting Minutes of September 17, 2013. The Chair entertained a motion to accept the minutes. Commissioner Olguin noted one typographical error on page 6. Commissioner Viarengo motioned to approve the Regular Meeting Minutes of September 17, 2013 with the correction as noted. Commissioner Erickson seconded the motion. The motion passed unanimously.

**6. AGENDA ITEM: REPORTS:**

- a. Chairperson & Members Report:** There were no reports.
- b. Director's Report:** Director Filardo provided the following updates in the Planning Commission packet:

1. **Mountain Gate Subdivision:** New elevations for the Cottage and Manor models were presented to Town Council on December 10. The biggest change was the elimination of the tandem garages. All models will now have side by side garages. Other changes include more detailed window treatments, addition of front courtyards, and architectural details such as eyebrow features on windows and doors and chimney capstones. BC Land Group has informed staff they hope to begin building early next year.
2. **Crossroads at Mingus:** At their November 12 meeting, Town Council accepted the entire infrastructure for this subdivision and approved the Restatement of the Development Agreement. The project is now ready to proceed with build out. With the infrastructure being accepted into the Town's systems the Spirit of Joy Church was able to convert from its vault-and-haul system and connect into the Town's wastewater system. Also, the three model homes previously purchased by private owners can now proceed with obtaining their Certificates of Occupancy. One has already been issued; the other two homes are still under construction.  
  
The Commission had a general discussion regarding the infrastructure, including the well, associated with this project.
3. **Economic Development:** Director Filardo and GIS/Planner II Guss Espolt attended the AAA Travel Show in Tempe in November. Approximately 800 people attended this trade show. The Arts & Entertainment District was approved by Council and became effective on October 24, 2013. A kick-off event is planned for December 14<sup>th</sup> to take advantage of people in the area for the Historic Home Tour.
4. **Yavapai Ranch:** Chair Van Wye had asked for an update on this project. This is a proposed 12,500 home subdivision located on 51,000 acres northwest of Chino Valley. It received approval from the Yavapai County Board of Supervisors on November 5, 2012. There is no current activity on this site. Some additional information is attached with this report.
5. **Sustainable Clarkdale:** The Request for Proposal for the Verde River @ Clarkdale was published on October 30, 2013. Proposals are due by December 16, 2013. Director Filardo provided an update in the meeting. Six proposals for the conceptual master plan have been submitted and will be reviewed.

**7. OLD BUSINESS**

- a. **AGENDA ITEM: PUBLIC HEARING:** An Ordinance adding language to Chapter 2: Definitions and Chapter 3: Zoning Districts, Sections 3-9.A.17 (CENTRAL BUSINESS DISTRICT) and Section 3-11.A.20 (COMMERCIAL DISTRICT) allowing the manufacturing, production, assembly and distillation of consumable products as permitted uses.

**Staff Report:**

**Purpose:**

To promote economic prosperity in the Town of Clarkdale by increasing the diversity of permitted uses within the Central Business and Commercial Zoning District.

**Background:**

The Planning Commission first reviewed this proposed code change at the September 17, 2013 meeting.

The proposal would add production and manufacturing of consumable products as permitted uses in the Central Business and Commercial Districts.

Consumable products are being defined as:

‘Perishable products made, produced, assembled or distilled for human or animal consumption’

The draft ordinance would allow for production of items such as specialty food and cheeses, soaps, lotions, essential oils and pet food as well as distillation and production of wine. The primary goal of this ordinance is to broaden the available uses for empty buildings along Main Street, as well as future commercial development along SR 89A. Local manufacturing and production helps to support Clarkdale’s economy by supporting ‘mom & pop’ businesses and providing residents and visitors the opportunity to buy local. Providing the ability of small craftsman, for example someone who makes and sells goat cheese, to have a store front on Main Street, may help define Clarkdale as a ‘destination’, a place known for a specific product or commodity.

Some concern was expressed by the Planning Commission about a possibility of having an overabundance of businesses selling alcoholic beverages in the Central Business area. Restaurants, taverns, bars and sidewalk cafés are already permitted uses in the Central Business and Commercial Districts. Allowing the production of consumable materials doesn’t necessarily relate to an increase in bars and restaurants. However, it does allow for the development of supporting, or supply chain, businesses. This is a strategy in the recently adopted Clarkdale Sustainable Community and Economic Development Plan:

**Mid-term Strategies – 2 to 4 years**

1. Research and pursue supply chain businesses to support the Arizona wine industry such as producers, marketers, and distributors of barrels, winemaking equipment, bottles, corks, labels, boxes and other inputs.

In addition, this proposed ordinance is supported by the 2012 General Plan:

Objective 12.1.c: Assist efforts to develop the downtown as a mixed-use activity center including a variety of economic development choices and services.

It is difficult to determine an equitable balance of restaurants/bars/winetasting rooms to other uses. Staff looked at current conditions along three blocks of Old Town Cottonwood for comparison:

**Old Town Cottonwood**

Total Land Area: Approximately 4.22 acres

Eight restaurants

One Bar

Four Winetasting Rooms

Total ratio of businesses serving alcohol – 3.0 per acre

Other commercial uses in the same area: antique shops, bakery, realtor's office, two hotels, counter manufacturer.

**Clarkdale**

Total Land Area: Approximately 2.75 acres

Two restaurants

Two bars

One wine tasting room

Total ratio of businesses serving alcohol – 1.8 per acre

Other commercial uses in the same area: art gallery, gas station, chiropractor's office.

In the past Clarkdale's Central Business District included theatres, a movie house, a bank and office buildings.

**Summary:**

This proposed zone change can help create economic diversity by allowing additional uses in the Central Business and Commercial Districts. Types of businesses that succeed are generally determined by market conditions, not zoning. Current market factors, such as the growth of the Verde Valley wine industry, also determine business success. So it is important to keep our zoning flexible, to attract and retain business as market factors change.

The Zoning Code and Town Code already contain regulations designed to mitigate the impact of commercial activity. These include:

- Outdoor storage is permitted only in rear or side yards. Must be screened from public view by a solid wall or fence. Materials cannot be stacked above fence height.
- No wastes shall be discharge in streets.
- No emission of odorous gases or other matter.

Noise regulations are in Town Code.

These existing regulations would help control any potential negative impacts from a manufacturing or production business.

Staff has added language to the draft ordinance limiting all manufacturing activity to a completely enclosed building.

**Recommendation:**

Staff is requesting the Commission provide feedback regarding the consumable products ordinance and after receiving public comment, direct staff to make specific changes or move the draft ordinance forward to Town Council for further review and action.

**Open Public Hearing:** The Chair opened the public hearing.

Kristine Follett, resident of Clarkdale, stated she is in favor of the proposed ordinance. She supports the idea of bringing more business into the Town to generate more tax revenue. It appears the ordinance is designed to control any issues that might arise with these new permitted uses.

Bill Snyder, resident and business owner in Clarkdale. Also supports the proposal. Stated he is not acting as a spokesperson, but has discussed this proposal with five other business people and everyone is in support. Suggested that the word 'brewed' be added to the definition. Mr. Snyder suggested the Town might want to look at developing more parking in the Central Business area since hopefully all of the code changes may cause more business activity in the area.

Don Passerby, Clarkdale resident, stated he was in favor of the proposal and feels the Commission is on the right track regarding supporting economic diversity.

**Close Public Hearing:** The Chair closed the public hearing.

**Commission Discussion**

The Commission stated their support of the proposal. Chair Van Wye stated he would like wording added to the ordinance regarding the disposal of by-products of the manufacturing process to promote reuse and repurposing of the by-products. Vice Chair deBlanc suggested we use the Sustainability Values adopted by the Commission as a reference. Commissioner Olguin suggested encouraging manufacturers to use creative thinking in converting manufacturing waste to usable product.

**Commission Action:** The Commission directed staff to add language to the proposed ordinance encouraging sustainable practices and to add the term 'brewed' to the definition in the ordinance and bring the revised ordinance back to the Commission at the January 21, 2014 meeting.

**8. NEW BUSINESS**

- a. **AGENDA ITEM: PUBLIC HEARING:** A major amendment and zoning reversion for the Verde Valley Ranch Planned Area Development, Assessor's Parcel Numbers 400-07-001B, 400-01-043, 400-01-006A, 400-02-003F, 400-02-007 and 400-06-011. The Major Amendment will reflect prior land divisions through the adoption of a new land use map and revert the commercial zoning of a portion of Assessor's Parcel Number 400-07-011B, that property formerly known as the Clark Mansion, whose zoning was changed by Resolution #1330 of the Town of Clarkdale on April 13, 2010. The Major Amendment will revert the zoning of this portion to Planned Area Development (PAD). The subject properties are located northeast of the intersection of Sycamore Canyon Road and Tuzigoot Road.

## **Staff Report**

### **Background:**

Subsequent to Council approval of the zone change for an 11.25-acre portion of the Verde Valley Ranch Planned Area Development, the land use map for the project, originally approved in 1991 needs to be amended to reflect all recent changes. Per section 6-2.B.6 of the Zoning Code, the previous land divisions and the removal of the 11.25 portion qualify as a major amendment to the Planned Area Development.

In addition, in 2010, Clarkdale Town Council approved a zone change for a five-acre portion of Assessor's Parcel Number 400-07-001B. The Clark Mansion was located on this portion. Subsequent to the zone change approval, the Clark Mansion was destroyed in a fire, so the proposed land division to remove this portion of the property from the Planned Area Development was never completed. This portion of land, therefore, needs to be returned to the Verde Valley Ranch project and the zoning returned to Planned Area Development.

The revised Land Use Summary reflects two previous land divisions: the 1996 donation of approximately 17.79 acres to the Archaeological Conservancy (now parcel 400-02-003E) and the 2004 transfer of approximately 10 acres to Arizona State Parks (now parcel 400-07-001A). It also encompasses the removal of the 11.25-acre portion involved with the recent zone change, and the return of the Clark Mansion parcel to the project. Approval of the Major Amendment and Zoning Reversion by Town Council would adopt the revised Land Use Summary as the approved development plan for Verde Valley Ranch.

### **Recommendation:**

Staff is requesting the Commission provide feedback regarding the major amendment and zoning reversion, and after receiving public comment, direct staff to make specific changes or move the items forward to Town Council for further review and action.

**Open Public Hearing:** The Chair opened the public hearing.

Kristine Follett, resident of Clarkdale, asked for clarification regarding the location of the project and specifically the Arizona State Parks land. This was provided by staff.

**Close Public Hearing:** The Chair closed the public hearing.

**Commission Discussion**

Vice Chair deBlanc asked for clarification regarding the ownership of the property where the Tuzi RAP project is located. Director Filardo explained where the property is located and that the Town and Arizona State Parks have a co-management agreement for this project.

**Commission Action:** Commissioner Olguin motioned to recommend approval of a major amendment and zoning reversion for the Verde Valley Ranch Planned Area Development, Assessor's Parcel Numbers 400-07-001B, 400-01-043, 400-01-006A, 400-02-003F, 400-02-007 and 400-06-011. The Major Amendment will reflect prior land divisions through the adoption of a new land use map and revert the commercial zoning of a portion of Assessor's Parcel Number 400-07-011B, that property formerly known as the Clark Mansion, whose zoning was changed by Resolution #1330 of the Town of Clarkdale on April 13, 2010. The Major Amendment will revert the zoning of this portion to Planned Area Development (PAD). The subject properties are located northeast of the intersection of Sycamore Canyon Road and Tuzigoot Road. Commissioner Erickson seconded the motion. The motion passed unanimously.

- b. **WORKSESSION:** Discussion regarding public meeting rules, posting of quorums, and discussion of items outside of Commission meetings.

Senior Planner Escobar reminded the Commissioners of open meeting laws requiring the posting of a notice of quorum if three or more members of the Commission are in attendance at a public meeting. She pointed out that if three or more Commissioners attend a public meeting, and a notice of possible quorum has not been posted, there is no violation of the open meeting law as long as no private discussion occurs amongst the Commissioners regarding the content of the meeting.

This being a worksession only, there was no action taken.

**9. AGENDA ITEM: FUTURE AGENDA ITEMS:**

- a. Further consideration of the proposed Consumable Products ordinance.
- b. A worksession regarding current parking regulations, available parking in the Central Business area, and possible locations of additional parking in this area.

**10. AGENDA ITEM: ADJOURNMENT:** Chair Van Wye entertained a motion for adjournment. Commissioner Olguin motioned to adjourn the meeting. Commissioner Erickson seconded the motion. The motion passed unanimously. The meeting adjourned at 5:10 p.m.

**APPROVED BY:**

**SUBMITTED BY:**

\_\_\_\_\_  
Jack Van Wye  
Chairperson

\_\_\_\_\_  
Beth Escobar  
Senior Planner



# Director's Report

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**Agenda Item:** Department Update  
Community Development Department

**Staff Contact:** Jodie Filardo

**Meeting Date:** January 21, 2014

1. **Mountain Gate Subdivision:** The developer still plans on submitting permit applications to the Town although we have not yet received them. Over the course of this year, work will begin on the Centerville Road connection to SR 89A at the roundabout plus work on the possibility of a dedication of Mountain Gate Drive as it crosses property owned by the Conlin family.
2. **Crossroads at Mingus:** As of Thursday, January 2, 2014, the Restatement of the Development Agreement was recorded with the Yavapai County Recorder's Office. With this completed, the developer can now complete their Public Report at the Arizona Department of Real Estate – a necessary step in being able to sell the remaining lots in the subdivision. In the meantime, the owner of one of the former sales offices has received the first Certificate of Occupancy for the subdivision and is now living in the home.
3. **Economic Development:** The Arts & Entertainment District Scavenger/Treasure Hunt is underway with cards available at the Community Development office. When visiting a participating business within the district, the business will validate the back of your card. Once you obtain eight or more of the validations on your card, deposit the card with Community Development for a chance to win prizes at our first ever Northern Arizona Mixer with Local First Arizona on January 31<sup>st</sup> in the Men's Lounge from 5 – 7 PM.
4. **Sustainable Clarkdale:** Six responses to the Town's Request for Proposals for the Verde River @ Clarkdale were received on December 16, 2013. Following a staff review of services proposed, three candidates were selected to move forward to an interview process based on the experience levels of each firm in facilitating large-scale public processes. Participating in the process will be representatives from Arizona State Parks and Town staff. A recommendation on the top candidate is expected to be presented to Council on January 28<sup>th</sup>. In addition, the semi-annual report to the Walton Family Foundation was completed.
5. **Permits Issued:** Since the last meeting, Community Development has issued the following permits:
  - 3 solar electric at 2799 Haskell Springs, 457 Miners Gulch, and 2140 Sky Dr.
  - 1 addition to a garage at 2799 Haskell Springs
  - Re-roof at 1213 Main St.
  - Re-roof at 1995 Old Jerome Highway
  - Upgrade Electrical service at 521 Antelope Dr.



# Staff Report

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**Agenda Item:** CONTINUATION OF A PUBLIC HEARING: AN ORDINANCE ADDING LANGUAGE TO CHAPTER 2: DEFINITIONS AND CHAPTER 3: ZONING DISTRICTS, SECTIONS 3-9.A.17 (CENTRAL BUSINESS DISTRICT) AND SECTION 3-11.A.20 (COMMERCIAL DISTRICT) ALLOWING THE MANUFACTURING, PRODUCTION, ASSEMBLY AND DISTILLATION OF CONSUMABLE PRODUCTS AS PERMITTED USES.

**Staff Contact:** Beth Escobar

**Meeting Date:** January 21, 2014

**Presented to:** Planning Commission

**Purpose:**

To promote economic prosperity in the Town of Clarkdale by increasing the diversity of permitted uses within the Central Business and Commercial Zoning District.

**Background:**

As previously discussed, the proposal would add production and manufacturing of consumable products, defined as 'perishable products made, produced, assembled or distilled for human or animal consumption' as permitted uses in the Central Business and Commercial Districts.

At the December 17, 2013 Planning Commission public hearing, the Commission directed staff to make two changes to the proposed ordinance. First, add the term 'brewed'. This change has been made. Staff also added the term 'roasted' to accommodate coffee roasting.

The second change the Commission requested was to add language to the proposed ordinance encouraging sustainable practices. Staff has incorporated language found on the EPA's Sustainable Manufacturing website into the ordinance. This language encourages sustainable manufacturing practices. Since these will differ from product to product, staff feels this broad language addresses the issue in general, while allowing specific businesses to research and develop best practices.

**Summary:**

With the above referenced changes, staff believes the draft ordinance is ready to move forward for Council review.



# Staff Report

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**Recommendation:**

Staff is requesting the Commission provide feedback regarding the consumable products ordinance and after receiving public comment, direct staff to make specific changes or move the draft ordinance forward to Town Council for further review and action.

**Attachments:**

1. Draft Ordinance

**ORDINANCE NO.  
CONSUMABLE PRODUCTS**

**AN ORDINANCE OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CLARKDALE ADDING LANGUAGE TO CHAPTER 2: DEFINITIONS AND CHAPTER 3: ZONING DISTRICTS, SECTIONS 3-9.A.17 (CENTRAL BUSINESS DISTRICT) AND SECTION 3-11.A.20 (COMMERCIAL DISTRICT) ALLOWING THE MANUFACTURING, PRODUCTION, ASSEMBLY AND DISTILLATION OF CONSUMABLE PRODUCTS AS PERMITTED USES; REPEALING CONFLICTING ORDINANCES AND PROVIDING FOR SEVERABILITY.**

BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE TOWN OF CLARKDALE, ARIZONA AS FOLLOWS:

**Section 1:** Zoning Code Section 2-1 Definitions - Add the following language:

Consumable Products: Perishable products made, produced, assembled, roasted, brewed or distilled for human or animal consumption.

**Section 2:** Zoning Code Section 3 Zoning Districts; Section 3-9 Central Business District (CB) add the following language:

A.17 Manufacturing, production and, assembly ~~and distillation~~ of consumable products using sustainable practices that minimize negative environmental impacts while conserving energy and natural resources. Re-use or re-purposing of by-products is encouraged. All such activity shall be conducted within a completely enclosed building.

**Section 3:** Zoning Code Section 3-11 Commercial District (C) add the following language:

A.20 Manufacturing, production and, assembly ~~and distillation~~ of consumable products using sustainable practices that minimize negative environmental impacts while conserving energy and natural resources. Re-use or re-purposing of by-products is encouraged.

All such activity shall be conducted within a completely enclosed building.

**Section 4:** All Ordinances and part of Ordinances in conflict with the provisions of this Ordinance or any part of this document adopted herein by reference are hereby repealed.

**Section 5:** Any portion of the Town Code or Town Zoning Code repealed by this Ordinance does not affect rights and duties that matured or penalties that were incurred, and proceedings that were begun before the effective date of the repeal.

**Section 6:** If any section, subsection, sentence, clause, phrase or portion of this Ordinance or any part of this document adopted herein by reference is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the Mayor and Council of the Town of Clarkdale, Arizona  
this \_\_\_\_\_ day of \_\_\_\_\_ 2014.

ATTEST:

\_\_\_\_\_  
Mayor Doug Von Gausig

\_\_\_\_\_  
Kathy Bainbridge, Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Town Attorney



# Staff Report

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**Agenda Item:**           **WORKSESSION: Discussion regarding Town of Clarkdale parking regulations and possible parking alternatives in the Central Business area.**

**Staff Contact:**        Beth Escobar

**Meeting Date:**        January 21, 2014

**Presented to:**         Planning Commission

**Background:**

In anticipation of continuing commercial growth, the Commission has agreed to review our existing parking regulations to identify any opportunities to update the existing code.

**Current Regulations**

The Town's parking regulations are contained in Sections 4-12 through 4-14 of the Zoning Code. Section 4-12 contains rules for off-street parking. Off-street parking is typically provided on private property. These regulations are based on formulas created by the Institute of Transportation Engineers (ITE). The number of off-street parking spaces required is based on the use of the property and the square footage of the building. These calculations are tied to building occupancy.

The Town's regulations are based on traditional zoning practices and are similar to other municipalities. This type of parking space requirement regulation has been in existence for at least 30 years.

This formula-based method for assigning parking space requirements doesn't address shared parking possibilities. Shared parking is a concept allowing a parking space to serve two or more businesses. For example, an office or bank might use a parking lot during the day, and a lounge or restaurant might use the same lot during the evening.

The availability of public transit in the area and the ability of residents to walk to commercial uses are also not taken into consideration in this type of calculation. In addition, there is no mechanism in our code to reduce off-site parking requirements based on available public parking, other than the exemption existing for Main Street businesses.

One major difference between our code and the codes of our neighboring municipalities is our code does not differentiate between usable or public floor areas. The way our code is written, we would calculate required off-street parking based on straight square footage, even if some of the building is used for storage or other non-public uses. Other municipalities base their calculations on the amount of the building square footage actually



# Staff Report

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used as public space. In addition, several other codes factor in different requirements based on number of employees.

Other highlights of the Parking Code:

- Section 4-12.A.1.h exempts both sides of Main Street between Clarkdale Parkway and Ninth Street from the off-street parking regulations.
- Section 4-13 requires parking lots abutting residential areas be fully screened by a solid wall.
- Section 4-14 specifies requirements for loading zones.
- Section 14-A.2.e requires parking area surfaces to be striped pavement.
- Section 4-12-A.3.a allows for a maximum of 10 spaces off the subject property but within 300 feet of the business to apply towards the parking requirement.

Nothing in the current regulations dictates parking areas be placed in the rear of buildings. With the long strip of commercially zoned property along SR 89A there is the possibility of having a long line of parking lots along this corridor.

## **Parking and Building Size**

The required dimensions of a parking space are 9-feet wide and 20-feet long, per Section 4-12.2.c. Although not included in our code, the width of ADA parking spaces is required to be 16 feet, which includes a five-foot travel aisle on one side of the parking area.

Current parking regulations function as a control for the size of buildings to be constructed. In the Commercial District, which has no maximum lot coverage, and in the Central Business District, which has no required yard setbacks or maximum lot coverage, the current parking requirements are the only factor regulating building size.

If we assume a typical retail use for a property, which requires 1 parking space per 200 square feet of building, the following table demonstrates the relationship between building size and parking requirements:



# Staff Report

Building Square Footage	Number of required parking spaces	Approximate square footage of parking area	Actual lot size required to accommodate building square footage
100,000	500	90,000	190,000
75,000	375	67,500	167,500
50,000	250	45,000	145,000
25,000	125	22,500	122,500
20,000	100	18,000	118,000
10,000	50	9,000	109,000

The above table uses raw numbers to demonstrate the relationship between building size and required parking. Actual buildable space would be further reduced by required landscaping, travel aisles and loading zones.

## Points to consider

The driving force behind all zoning is to protect public health and safety and property rights. In addition to these parameters, Clarkdale should have sensible regulations. Clarkdale's commitment to economic development needs to be taken into consideration also. Businesses need convenient parking for customers; customers need safe and accessible parking.

A good parking code should promote easy access to businesses, discourage double parking, eliminate slow driving while people look for spaces and avoid other traffic congestion issues.

## Public parking

Public parking, not directly connected to a specific property or business, can be on municipal or private property. Generally there is a fee for public parking operated by a private entity. Municipal public parking may or may not have fees. None of the public parking on Town of Clarkdale property has an associated fee.

Industry studies show the public prefers free parking. In fact, there are a variety of mobile apps to find free parking in most major cities.

However, there are costs to be considered for maintenance of existing parking areas.

Development of new public parking is a considerable expense. For example, the new 44-space parking lot the City of Cottonwood at the head of the Jail Trail cost approximately \$200,000.



# Staff Report

A possibility exists for the Town to develop public parking at the current Wastewater Treatment Plant site. A trailhead with interconnectivity to trails on both sides of the Verde River is being developed west of the actual plant. There is a large area available for development as public parking. Long terms plans could include a shuttle to the Arts & Entertainment District from this new parking lot.

## Central Business District

The Central Business District benefits from a large amount of both public and private parking. Private parking areas, such as the old tennis court area at the corner of Clarkdale Parkway and Main Street, next to Su Casa, and the St. Thomas Episcopal Church parking area, are often used for parking during special events.

Location	Public	Private
Town of Clarkdale parking lot	88	
Street parking	123	
Su Casa	15	
Old Tennis Court		20
Copper Art Museum		8
Post Office		33
St. Thomas		23
Laundromat Parking Area		15
<b>Total</b>	<b>226</b>	<b>99</b>
<b>Grand Total</b>	<b>325</b>	

Other areas available for the development of public parking by the Town in the historic downtown area include the right-of way on either side of the intersection of First South Street and Clarkdale Parkway (room for approximately 20 parking spaces) and the north side of First North Street (room for approximately 20 parking spaces).

## SR 89A Corridor

The area along this highway between Cottonwood and the Clarkdale Parkway roundabout is all zoned for commercial development. These properties are within the 89A Corridor Commercial Overlay District. The only requirement specific to parking in this section of the code is the requirement of landscaping of 25 percent of the parking area.

## **Summary:**

In staff's opinion, there are some obvious changes to enhance the existing code:

- Add 'public use' to the square feet calculations in the off-street parking table.



# Staff Report

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- Find a method to reduce the number of required off-street parking spaces based on available public parking, walkability rating, and proximity of public transportation.
- Build in flexibility to encourage shared parking.
- Add ADA standards for ease of reference.
- Add requirement parking be located in rear or side of property.
- Add a required landscaped buffer area when parking abuts a residential property.

In addition to the above, staff would recommend considering allowing for a surface other than pavement. We would need to take into consideration dust and drainage issues specific to each site.

**Recommendation:**

Staff is requesting the Commission provide feedback regarding the current parking regulations and direction on any future changes to be considered.

**Attachments:**

1. Sections 4-12 to 4-14.